



02-15-2002

U.S. Patent & TMO/TM Mail Rpt Dt. #01

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

NATIONAL FOOTBALL LEAGUE
PROPERTIES, INC. and
JACKSONVILLE JAGUARS, LTD.
Opposers

v.

APPLIED MAPPING, INC.,
A Florida corporation,
Applicant

In the matter of
Application Serial No. 75/908,222
For the mark: JAGSONVILLE.COM
Published for Opposition
On November 21, 2000

Opposition No.: 124,732

ANSWER TO NOTICE OF OPPOSITION

AMI.0220
February 15, 2002

ANSWER TO NOTICE OF OPPOSITION
OF APPLICATION NO. 75/908,222

Applicant Applied Mapping, Inc. ("Applicant"), by its attorney, hereby answers the allegations set forth in the Notice of Opposition of Application No. 75/908,222 ("Notice of Opposition") as follows:

1. Applicant has insufficient knowledge or information as to the truth of the allegations set forth in Paragraph 1 of the Notice of Opposition and, therefore, denies said allegations.
2. Applicant has insufficient knowledge or information as to the truth of the allegations set forth in Paragraph 2 of the Notice of Opposition and, therefore, denies said allegations.
3. Applicant has insufficient knowledge or information as to the truth of the allegations set forth in Paragraph 3 of the Notice of Opposition and, therefore, denies said allegations.

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4. Applicant admits that Applicant's date of first use of the mark was March 5, 1999. Applicant also admits that the filing date of Applicant's application was January 28, 2000. Applicant has insufficient knowledge or information as to the truth of the remaining allegations set forth in Paragraph 4 of the Notice of Opposition and, therefore, denies said allegations. Applicant specifically denies that the alleged Jaguars Marks are famous.

5. Applicant has insufficient knowledge or information as to the truth of the allegations set forth in Paragraph 5 of the Notice of Opposition and, therefore, denies said allegations.

6. Applicant has insufficient knowledge or information as to the truth of the allegations set forth in Paragraph 6 of the Notice of Opposition and, therefore, denies said allegations.

7. Applicant admits that the on-line database of the United States Patent and Trademark Office indicates that the Jacksonville Jaguars, Ltd. or the National Football League owns the registrations listed in Paragraph 7 of the Notice of Opposition.

8. Applicant admits that the services listed in Application Serial No. 75/908,222 are for providing an online computerized, interactive database of real property information for a specified geographic area. Applicant also admits that its principal place of business is in Jacksonville, Florida. Applicant further admits that it provides its services in Jacksonville, Florida, among other places. Applicant further admits that its online computerized, interactive database provides information specific to Duval County, Florida as well as other counties in Florida. Applicant denies the remaining allegations set forth in Paragraph 8 of the Notice of Opposition.

9. Applicant denies the allegations set forth in Paragraph 9 of the Notice of Opposition.

10. Applicant denies the allegations set forth in Paragraph 10 of the Notice of Opposition.

11. Applicant denies the allegations set forth in Paragraph 11 of the Notice of Opposition.

12. Applicant denies the allegations set forth in Paragraph 12 of the Notice of Opposition.

Applicant expressly denies any and all allegations in the Notice of Opposition not expressly admitted above.

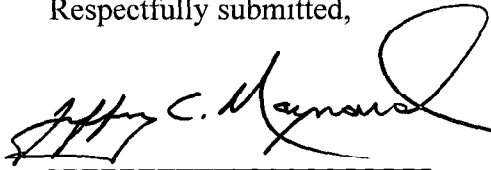
Ad Damnum Clause

Applicant denies Opposer is entitled to the relief it seeks.

AFFIRMATIVE DEFENSES

1. The relevant customers are sophisticated and not likely to be confused.
2. The channels of trade are sufficiently different so as to preclude a likelihood of confusion.
3. The services are sufficiently different so as to preclude a likelihood of confusion.
4. The marks are sufficiently dissimilar so as to preclude a likelihood of confusion. In all the marks listed in paragraph 7 of the Notice of Opposition, the term 'Jacksonville' has been disclaimed apart from the mark as shown, leaving only the term 'Jaguars' with or without a design element. There is no similarity in the remaining portion of the mark so as to preclude a likelihood of confusion.
5. The relevant advertising media are sufficiently different so as to preclude a likelihood of confusion.

Respectfully submitted,

 2/15/02

Jeffrey C. Maynard
Attorney for Applicant
Florida Bar No. 0534714

Date

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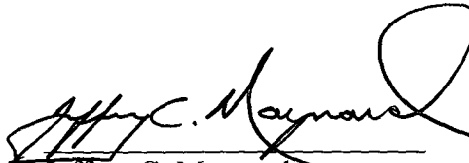
Answer to Notice of Opposition

February 15, 2002

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CERTIFICATE OF SERVICE

I hereby certify that the foregoing Answer to Notice of Opposition of Application Serial No. 75/908,222 was deposited with the United States Postal Service "Express Mail Post Office to Addressee" service, postage prepaid, in an envelope addressed to Claudia T. Bogdanos, Esq., White & Case, LLP, 1155 Avenue of the Americas, New York, New York 10036-2787, on the date set forth below.

 2/15/02

Jeffrey C. Maynard Date

Attorney for Applicant
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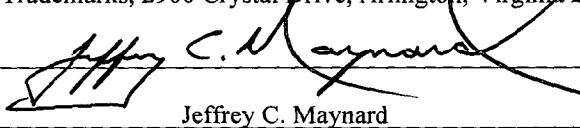
CERTIFICATE OF EXPRESS MAILING

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Date of Deposit February 15, 2002

I hereby certify that this document is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. § 1.10 on the date indicated above and is addressed to Box TTAB - No Fee, Commissioner for Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3513.

By: _____

Print Name:  _____
Jeffrey C. Maynard

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AC'S
Office
3/1/02

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JCM02-098
February 15, 2002

Via Express Mail
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Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3513

Re: Opposition No. 124,732

02-15-2002

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Honorable Commissioner:

Accompanying please find Applicant's Answer to the Notice of Opposition in the above-referenced matter. Please date stamp and return the enclosed postcard receipt.

Should you have any questions, please do not hesitate to contact me.

Sincerely,



Jeffrey C. Maynard

Enclosure

Copy to: White & Case, LLP